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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/551,911	09/13/2006	Yong-Gyun Shin	69502(301067)	6291
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EXAMINER				
SHEIKH, ASFAND M				
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/551,911

Applicant(s)

SHIN, YONG-GYUN

Examiner

Asfand M. Sheikh

Art Unit

3627

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 03 October 2005.
2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-12 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) 1-12 is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
10) ☒ The drawing(s) filed on 03 October 2005 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-8508)
Paper No(s)/Mail Date _____
4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1, 3, 9, and 12 rejected under 35 U.S.C. 103(a) as being unpatentable over Yamada (US 6,336,100 B1) in view of Bell et al. (US 6,574,606 B1) and Helbig (US 2002/0116257 A1).

Claim 1, 9, and 12

Yamada discloses a electronic commerce method which is provided to a consumer when ordering or delivery is conducted according to a unique communication code and a detailed goods/service code set according to the kind of goods/service through a communication network system for connecting a central service provider server, member store terminals, client terminals, and a recipient that receives a gift (see at least, abstract, FIG 1 and col. 3, lines 6-12), the method comprising the steps of: (a) interworking the central service provider server to a database storing goods/service information corresponding to the unique communication code and the detailed goods/service code and a database in which client information, member store information and recipient information are classified (see at least, col. 2, lines 18-24 and FIG. 1 and FIG. 9-11: the examiner notes an external device is the storage device and

further the unique communication code is the order number and the good/service code is the item number), (b) reading corresponding goods/service information from the database interworked with the central service provider system with reference to a predetermined unique communication code or detailed goods/service code input from the client terminal connected to the central service provider server through the communication network (see at least, col. 2, lines 18-col. 3, lines 48 and FIG. 1 and FIG. 9-11); (c) checking the goods/service information read by the client terminal, then ff order-related information including an address for delivery is input for a specific goods/service, storing the input order-related information to a database classified by the client information and a database classified by the member store information which is referred in relation to the address for delivery of the order-related information respectively, and then transmitting the order-related information to a selected one of the member store terminals see at least, col. 2, lines 18-col. 3, lines 48 and FIG. 1 and FIG. 9-11); (d) the member store terminal delivering the ordered goods/service to the address for delivery of a designated recipient with reference to the order-related information and registering delivery completion information in a database interworked with the central service provider server (see at least, col. 2, lines 18-col. 3, lines 48 and FIG. 1 and FIG. 9-11: the examiner notes the recipient would be the person receiving a gift).

Yamada fails to disclose combining publicity according to the kind of goods or service by using a publicity item for combined publicity and gratitude expression, which is provided to a consumer when ordering or delivery is conducted according to a unique

communication code and providing a publicity item for the combined publicity and gratitude expression together, and registering publicity item-related information in a database interworked with the central service provider server; and (e) the recipient terminal, which receives the publicity item for combined publicity and gratitude expression, registering information related to the publicity item in a database interworked with the central service provider server.

However, Bell discloses combining publicity according to the kind of goods or service by using a publicity item for combined publicity and gratitude expression, which is provided to a consumer when ordering or delivery is conducted according to a unique communication code and providing a publicity item for the combined publicity and gratitude expression together, and registering publicity item-related information in a database interworked with the central service provider server to the client consumer recipient terminal and registering information related to the publicity item in a database interworked with the central service provider server (see at least, col. 2, lines 36-67 and FIG. 1-2 and FIG. 4-5).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Yamada to include combining publicity according to the kind of goods or service by using a publicity item for combined publicity and gratitude expression, which is provided to a consumer when ordering or delivery is conducted according to a unique communication code and providing a publicity item for the combined publicity and gratitude expression together, and registering publicity item-related information in a database interworked with the central service provider server as

taught by Bell. One of ordinary skill in the art would have been motivated to combine the teachings in order to provide a customer loyalty programs to on-line merchants in a manner that requires little or no effort on the part of the merchant (see at least, Bell, col. 1, lines 41-43).

Yamada in view of Bell fails to disclose (e) the recipient terminal, which receives the publicity item for combined publicity and gratitude expression in which the recipient terminal is different from the client terminal.

However Helbig discloses (e) the recipient terminal, which receives the publicity item for combined publicity and gratitude expression in which the recipient terminal is different from the client terminal (see at least, [0109]: the examiner notes a recipient terminal may be of a friend or family member that is also registered thereby the terminal of the friend of family member would receive the electronic incentive award).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the teachings of Yamada in view of Bell to include (e) the recipient terminal, which receives the publicity item for combined publicity and gratitude expression in which the recipient terminal is different from the client terminal as taught by Helbig. One of ordinary skill in the art would have been motivated to combine the teachings in order to provide incentives are electronically displayed, rewarded, stored and redeemed without the shortcomings and disadvantages of existing programs by providing a unique, electronically or physically dispensed, and electronically redeemable incentive through a computer-based system that utilizes public computer networks such as the Internet (see at least, Helbig, col. 1, lines 41-43).

Claim 3

Yamada discloses wherein, in the step (c), the order-related information includes a selected goods/service code, goods/service information related thereto, an address for delivery, client information, payment information and other selected information, which is related to single or multiple goods/service (see at least, FIG 3-12).

Claim 2, 4-5, 6-8, and 10-11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Yamada (US 6,336,100 B1) in view of Bell et al. (US 6,574,606 B1) and Helbig (US 2002/0116257 A1) as applied to claim 1 above, and further in view of Examiner's Official Notice.

Claim 2

Yamada in view of Bell and Helbig fails to disclose wherein, in the step (a), the goods/service database interworked with the central service provider server requires user certificating through the communication network so that information is updated only by a certificated member store within a predetermined range.

The examiner takes Official Notice that it is old and well known in the electronic shopping arts to have workers of a web store log in and verify themselves before being allowed to update a web store when it is hosted by a third party or even a server hosted by a store itself (e.g. a web store employee entering log on information to verify themselves before updating information within the web store (e.g. new products, sales, etc)). It would have been obvious for one of Ordinary skill in the art to modify the

teachings of Yamada in view of Bell and Helbig to include the Examiner's Official notice in order to provide the protecting of data sorted within a web store from unauthorized users.

Claim 4-5

Yamada in view of Bell and Helbig fails to disclose wherein the payment information of the order-related information includes information for a payment method using any of an on-line deposit without a banknote, a credit card, a mobile phone, and account-to-account money transfer and wherein a payment according to the payment information of the order-related information is conducted in a way selected from the group consisting of a prepayment of an ordering person, a post-payment of an ordering person, and a post-payment of a recipient.

The examiner takes Official Notice that it is old and well known in the electronic shopping arts to have consumers use a credit card as a payment method that is done as prepayment thereby charging the user when the item is shipped. It would have been obvious for one of Ordinary skill in the art to modify the teachings of Yamada in view of Bell and Helbig to include the Examiner's Official notice in order to provide the a merchant with monetary compensation upfront thereby reducing chance of fraud from a consumer.

Claim 6-8

Yamada in view Bell and Helbig wherein the member store terminal is operated in an independent manager mode with a stand-alone interface which is interworked with the central service provider server and the client terminal in real time and wherein the communication network system for connecting of the terminals including the central service provider server is a wire/wireless PSTN (Public Switched Telephone Network) system or a wire/wireless Internet system and wherein, in case the communication network system is a wire/wireless PSTN system, the central service provider server is a chip included in a cellular phone, an ARS (Auto Responding System) or a manned integrated call center.

The examiner takes Official Notice that it is old and well known in the electronic shopping arts to have store terminals that can receive order information from the server in real time and further the use of any wired/wireless means in which a call center can be utilized (e.g. a terminal of a merchant can receive and process a order that is submitted to the server in real time and further the server can be manned along with an integrated call center than can help and aid customers in placing orders). It would have been obvious for one of Ordinary skill in the art to modify the teachings of Yamada in view of Bell and Helbig to include the Examiner's Official notice in order to provide a global ordering system with in which orders can be recived and processed in real time while still provding assistance and support to customers thereby increasing customer satisfaction..

Claim 10-11

Yamada in view of Bell and Helbig discloses in case the publicity item for combined publicity and gratitude expression is a lottery ticket, further comprising the steps of, after the step (e): (f) the central service provider server determining a winner who is going to receive a prize by random drawing of the publicity items provided by the member store, and then storing a lottery result in a database and announcing publicly the lottery result through a web page linked to the central service provider server; and (g) awarding a prize to the winner when the winner presents the publicity item having a winning lottery number to the central service provider server or the member store by checking the lottery number stated in the publicity item and wherein, in the step (g), in case the publicity item having a winning lottery number is registered in a database by a corresponding recipient, a differential prize is awarded than other publicity items.

The examiner takes Official Notice that it is old and well known in the electronic shopping arts an electronic store provide a random give away in which a consumer must interact by entering PIN numbers to see if they have won an item (e.g. after an order is received a customer is given a PIN number for chance of winning a prize and must redeem and check the PIN to see if they have actually won the prize). It would have been obvious for one of Ordinary skill in the art to modify the teachings of Yamada in view of Bell and Helbig to include the Examiner's Official notice in order to provide a web store that can entice customers to order by providing a prize that is very desirable by many customers.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Asfand M. Sheikh whose telephone number is (571)272-1466. The examiner can normally be reached on 9a-5p.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ryan M. Zeender can be reached on (571)272-6790. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Asfand M. Sheikh/
Examiner, Art Unit 3627

September 13, 2008

/F. Ryan Zeender/
Supervisory Patent Examiner, Art Unit 3627